



renewable**choice**
E N E R G Y

National Green Power
Marketing Conference 2002

The logo for Renewable Choice Energy is a large, light gray circle. Inside the circle is a stylized white wind turbine with three blades. The text "RENEWABLE CHOICE ENERGY" is written in a light gray, sans-serif font, curving around the bottom half of the circle.

Grassroots Marketing of a Renewable Certificate Product

Quayle Hodek
Chief Executive Officer

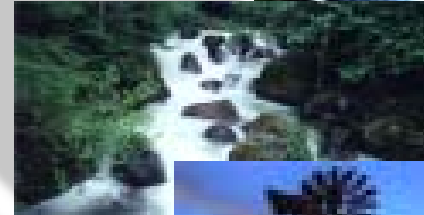
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Why Are We Here?

Mission: Renewable Choice is building a national community of clean energy consumers.

What we do: Renewable Choice markets renewable energy certificates to residential and commercial customers in all fifty states.



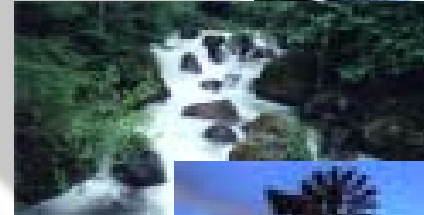
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Main Topics

1. Our unique grassroots marketing approach

2. What we're hearing from customers in the marketplace

3. Experience selling certificates in utility green pricing areas



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How is Renewable Choice unique?

- We work with college students and young professionals to sell directly to residential customers in their homes.
- Our salespeople actually sit down with families to explain the benefits of wind power.
- We engage people with community events!



Flurry of support for coal protest

ENVIROS AND LOCAL COMPANY UNITED IN EFFORT TO CREATE MORE WIND POWER IN COMING YEARS

By MICHAEL A. de YOANNA
Colorado Daily Staff Writer

For those who descended on the Pearl Street Mall Sunday to help bring attention to sources of energy cleaner than coal, it was fitting, Kris Lotliker thought, that short blasts of wind swept leaflets into swirling eddies that sent corps of volunteers chasing behind.

"This is some of the energy that we have got to harness," Lotliker said of the gusts.

As the vice president of marketing for Renewable Choice Energy Co. made his observation, 1,600 pounds of coal that had been dumped chunk-by-chunk on the mall by his company and environmentalists sat amid the gusts, unmoved.

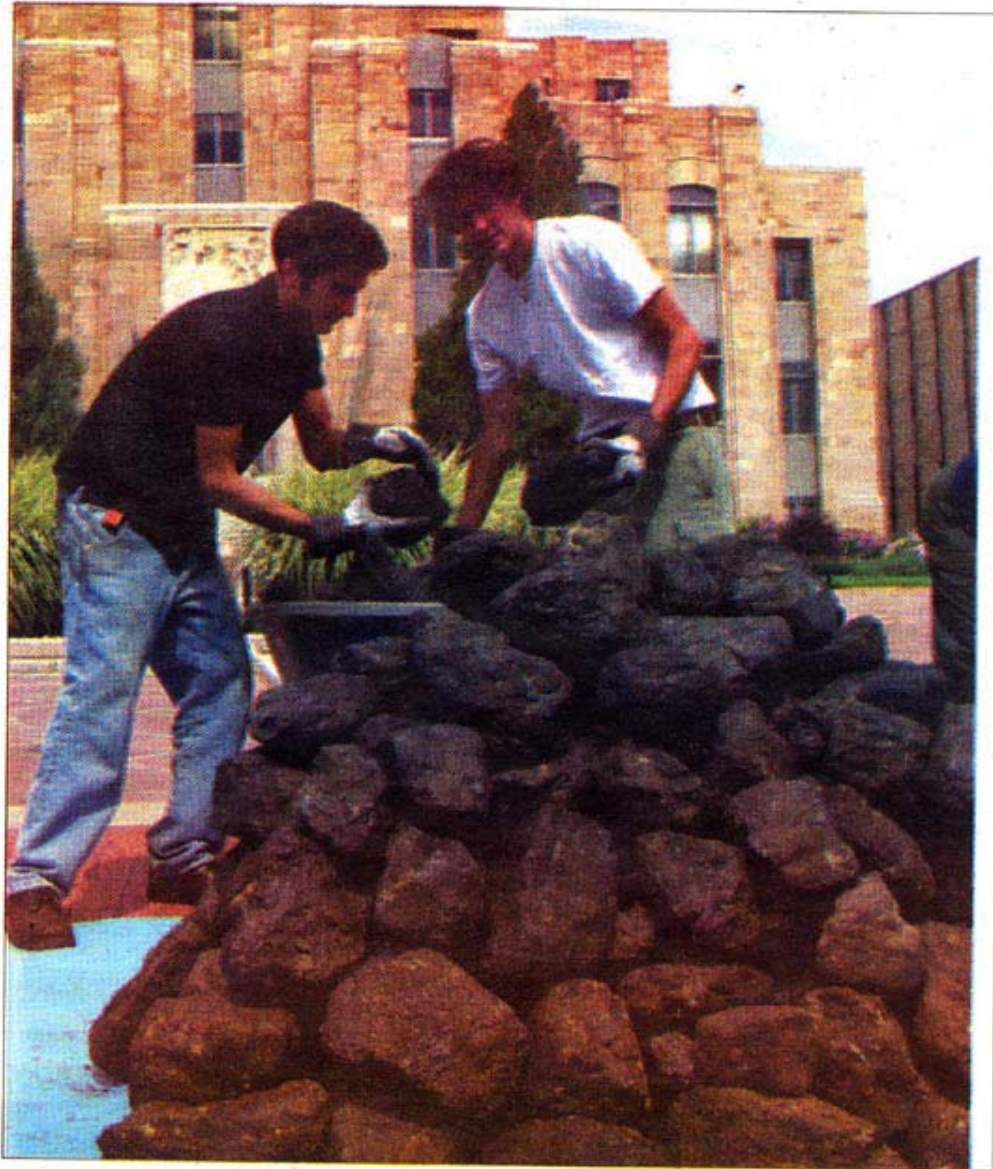
The weight of the coal represented the amount burned by a typical home in two months, Lotliker said. Its unyielding presence was symbolic, he said, of the struggle to educate the public about choices they now have to improve the environment.

"It's an uphill battle, but things have changed in the last 20 years," Lotliker said.

His Longmont-based company, which stands to profit if the public agrees with him, ensures that the electricity purchased by its customers comes from renewable sources and is placed on the national power grid.

Lotliker acknowledged that not everyone thinks of the environment before his or her wallet. The large pile of coal on the mall cost a mere \$170, he noted.

"That's pretty cheap," he said. "But the average home can switch over to



James Dulle, a CU student, and Ryan Boyles of Renewable Choice Energy Co., dump 1,600 pounds of coal at a demonstration for wind power on the Pearl Street Mall Sunday. According to Renewable Choice Energy, that is how much coal the average home burns in two months. (MICHAEL A. DEYOANNA/COLORADO DAILY)

A Grassroots Approach:

- Reaches thousands of new customers that would otherwise not be interested:
 - People who don't read bill inserts
 - People with questions
 - People who've tuned out mass marketing messages
- Generates one on one awareness of the product offering and the issues

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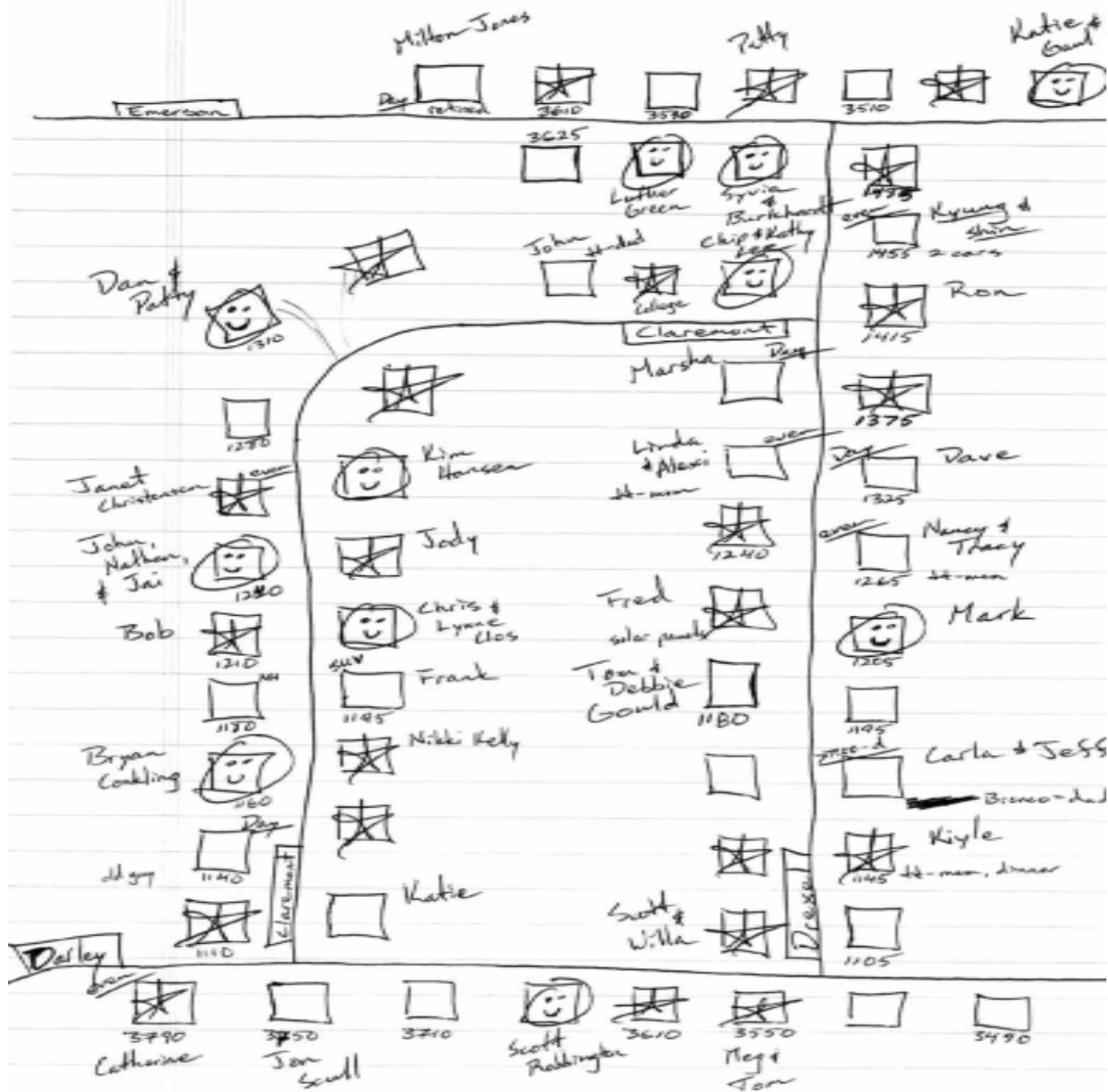
Grassroots Education vs. Mass Marketing

- Communication of a new concept
 - Any message you give requires deciphering
- Reach, Frequency, and the Q Factor
- Completely different set of features and benefits
- Every customer has a unique and distinct knowledge base
 - How many people within your organization understand renewable energy?

What is the best way to communicate with potential customers?

- Grassroots, community-oriented education campaign
- THERE IS NO SUBSTITUTE FOR PERSONAL INTERACTION

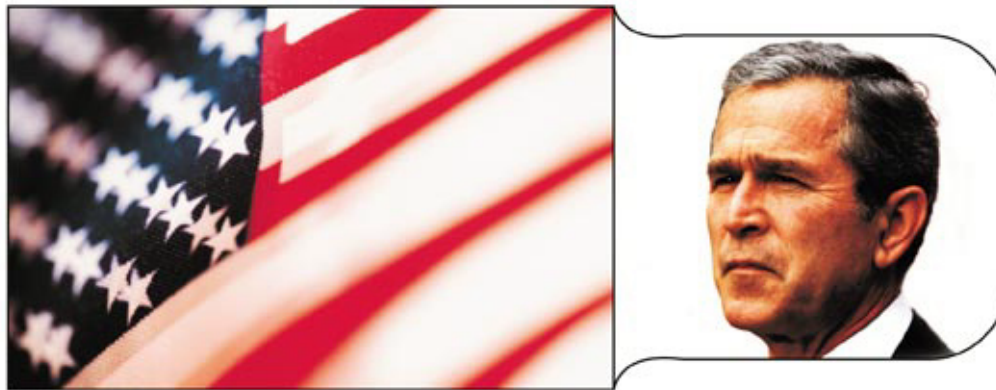
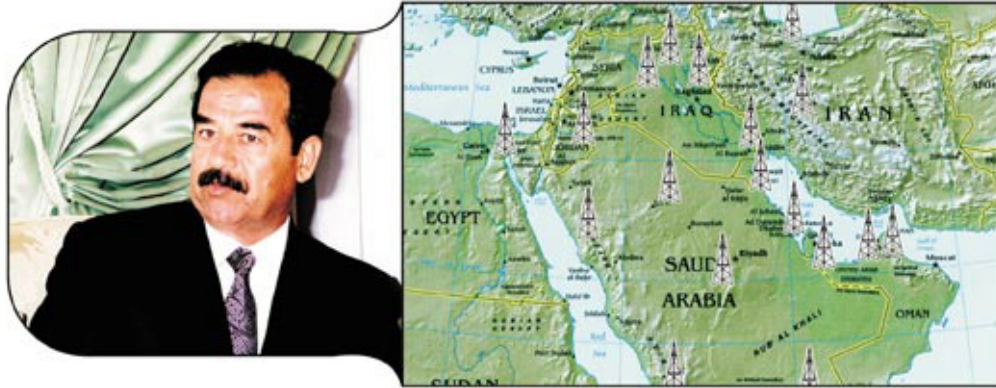
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Clean the Air



Protect America



"Energy Security is National Security."

- George W. Bush

Energy Independence



"Commitments to purchase wind power helps ensure that we are diversifying our energy portfolio. Energy diversity is important for America's energy security."

- Spencer Abraham, US Energy Secretary

Freedom to Choose



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**We don't have to fight wars
to capture the wind.**

Visit www.renewablechoice.com to buy American Wind™ for your home or business.



American Wind™ is a Green-e certified tradable renewable certificate product.

Powered by

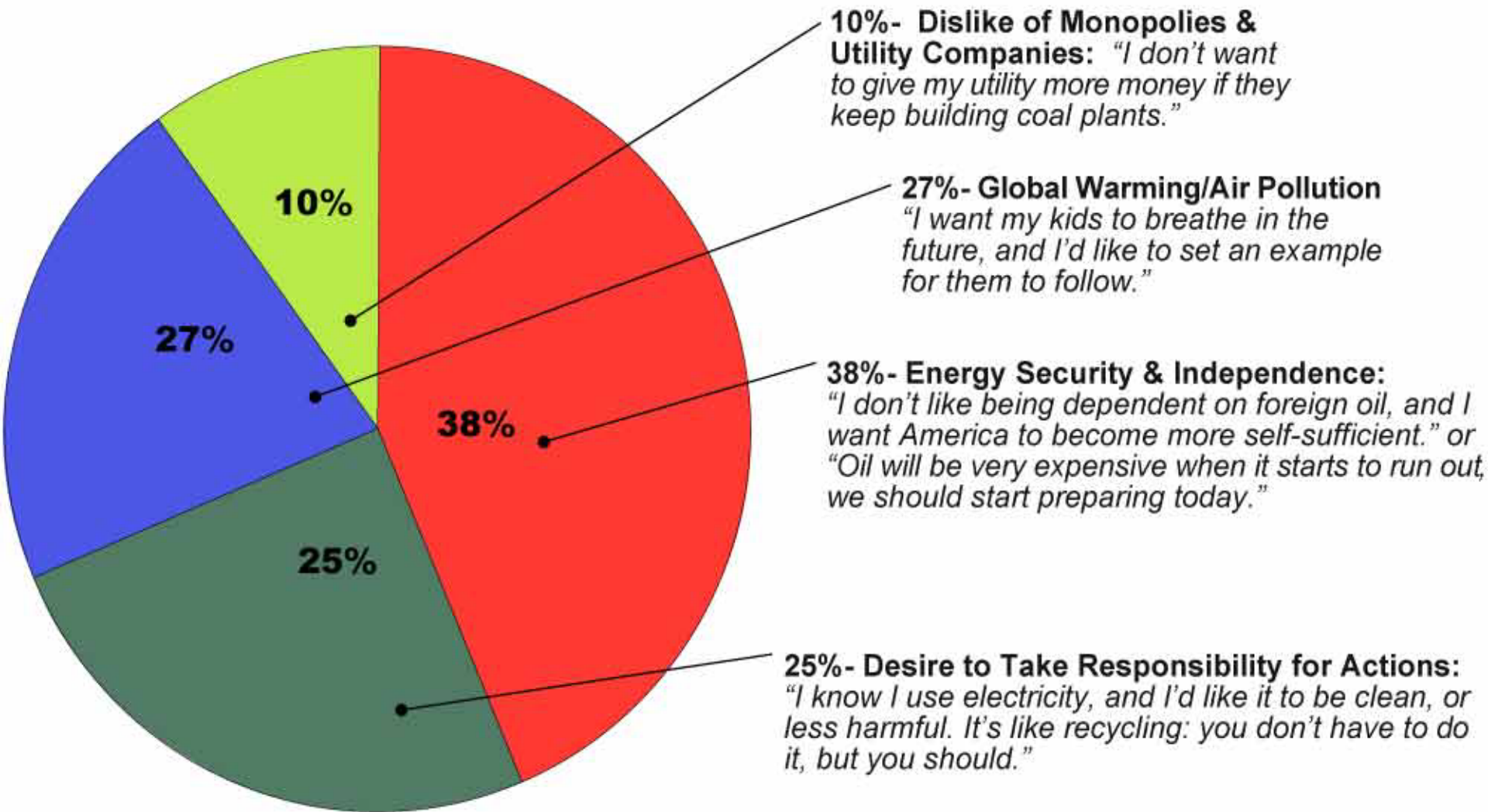


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Why RENEWABLE CHOICE Customers Have Purchased Renewable Energy



Families for a Clean Future

Last	First	work	work	reasons for buying
Evans	Carrie	Principal Sojourner middle school	-	I want to be part of the bandwagon that leads our future generations towards healthy choices.
Page	Grace	RN Boulder Community Hospital	-	I've wanted to go renewable for years. Now it's a few dollars a month. Shoot! I'd pay double that!
Yearwood	John	Carrier Access	-	Windmills look much nicer than smokestacks. I wish everyone would switch.
Grossman Danzl	Joe & Jeanne	CU Librarian	Psych Nurse Boulder Mental Health Center	It's just the right thing to do. Especially when you realize your impact.
Slack	Van & Judy	Longmont Bike Assoc. Funder		-
Swope	Jack & Rebecca	Regis U. Manalta QMS	St. Green Valley Schools Librarian	This is the 1st environmental proposal that doesn't involve dealing for paper money, losing jobs, or forcing anybody to do anything.
Swope	Sharyl	1st Colorado Title	-	What I am perpetuating for my kids.
Masten	Ted & Esther	Retired Both volunteer at -LUT Hospital -1st Methodist Church -Our Center		If pollution is this bad now, imagine what it will be for my grandkids when they have children.
Huibregtse	Ken & Elizabeth	COLORADO Health	Chernobyl Alliance	I used to have solar panels years ago. Now I can have the same effect without spending thousands of \$'s.

Families for a Clean Future

Last	First	work	work	reasons for buying
Carpenter	Nancy	Eric Elementary Teacher		May the wind turbines blow the Bush Administration to oblivion
Gronberg (Inger)	Thomas & Susan	Mental Health	Daily Times Call	F*!d the oil companies... edge them out one wind turbine at a time!
Swope	Jack & Rebecca	Regis Univ.	St. Green Valley Schools Librarian	This is the 1st environmental proposal that doesn't involve stealing taxpayer \$ or forcing anybody to do anything.
Yearwood	Schm	Carrier Access		Windmills look much nicer than smokestacks! I wish everyone would switch.
Mountain Poulos	Amy & Dan	Met life	Met life	If I'm creating it I might as well take it take responsibility for it.
Brandenmaehl	Michael	CU Professor Renew. Energy		Buying Cleaner Air as an early investment in sustainable power production.
Curran	Wade & Carol	retired.		Because we are obsessed with loathing for Bush!
Shapps	Nancy & Dave	recruiting	restore furniture	Feels very strongly about sustainable energy.
Carter	Jeff & Pence	Chemist		I support renewable resources. Economic voting is power.

Families for a Clean Future

Last	First	work	work	reasons for buying
Brown	Alan	retired educator		I believe we should do what we can to reduce pollution and provide energy security for the future
Daig	Paul Debbie	contractor	travel agent.	We're just trying to be responsible citizens and to reduce the use of coal fired energy
Semod	Cathy	univ teacher		To put Dick Cheney out of business!
Sutin McCeney	Elyana + Michael	env. attorney JEPa	doctor	It is my personal + professional mission to keep the energy industry honest + doing the right thing.
Marck-Kalal	Ellen			Because if we don't start saving the planet, we're sunk.
Dingee	Loretta	project mgr. IBM		To decrease the dependance on non-renewable natural resources.
Hill Rietveld	KC Jack	small		Totally for the environment H's nice to have an alternative
Margit	Heather Jonathan	teacher	nurse	Renewable energy is essential for the future. I'll be doing action
Capone	Mary	Writer		I love using alternative energy to create a clean environment for our kids.

Families for a Clean Future

Last	First	work	work	reasons for buying
Reese	Bob & Angie	NHCD Dental		I want a healthy planet for my kids!
Ryder	Liz & John	Penton Media Graphic Design	Chemist Energreen Analytical	More wind power = LESS BROWN CLOUD!
Prag	Sam & Lisa	DSW Shoes	American Family Insurance	We want to get off fossil fuels.
Buckley	Neal & Andy	Trust Company of America	home	Set an example for my kids...
Bennett	Jackie	Massage Therapist		End The War
Valaski	Valerie & Tom	home	Level III Communications	To save the environment.
Hensler	Ron & Mary	C & M Press	Western Beverage	It's not that much more a month for us to do our part.
Meskinen	Ron	Retired		we need alternate fuel sources
Goodwin	Chester	retired		wants to see the air get cleaner. Helps the environment.

Customer Interaction

- By explaining the benefits of wind power to thousands of families each week, RCE has become experts at communicating with the public.
- Engaging the community allows you to use businesses to reach even more residential customers.

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Messages that resonate

- Experience and examples from one of our partners





wind power = american power





Now with Coldwell Banker
you can buy renewable energy
for your home.

for more info, visit www.coldwellbanker.com/renewablechoice

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in partnership with

 **renewablechoice**
ENERGY

A photograph of a green, rolling hill under a clear blue sky. Several large white wind turbines are visible, with their blades in motion. In the foreground and middle ground, a herd of cows of various colors (black, white, brown) is grazing on the grass. The scene represents a harmonious blend of renewable energy and traditional agriculture.

Making a difference
for America.



Now with Colorado Landmark Realty
you can buy renewable energy
for your home.

for more info, visit www.coldwellbanker.com/renewablechoice

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Colorado Landmark Realty

in partnership with renewable choice energy

Leading the way
to a brighter future.



**COLDWELL
BANKER** 



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in partnership with



"I just want to make sure that
when my grandkids are around,
glaciers will be too."

Heather Stuart
Coldwell Banker Customer
Renewable Energy Buyer



for more info, visit www.coldwellbanker.com/renewablechoice

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Selling Renewable Energy Certificates in a Utility Green Pricing Area

- How we approach selling local vs. regional vs. national mix
- Why do customers really buy green energy?
 - Global Warming
 - Environment
 - National Security
 - Energy Independence

Renewable Energy Certificates vs. Green Pricing

- How do customers respond?
- What's the difference in people's minds?
- Is there a difference?
- Bottom Line: You must become EXPERTS in communicating benefits of green power



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For more information please visit

www.renewablechoice.com